

REQUEST FOR EXPRESSIONS OF INTEREST

MAA-REOI-21-001

April 5, 2021



**FOR THE NON-EXCLUSIVE RIGHT
TO ESTABLISH AND OPERATE AN
ON-AIRPORT RENTAL AUTO CONCESSION
AT
THE CONSOLIDATED RENTAL CAR FACILITY AT
BALTIMORE/WASHINGTON INTERNATIONAL
THURGOOD MARSHALL AIRPORT**

I. INTRODUCTION, PURPOSE & BACKGROUND

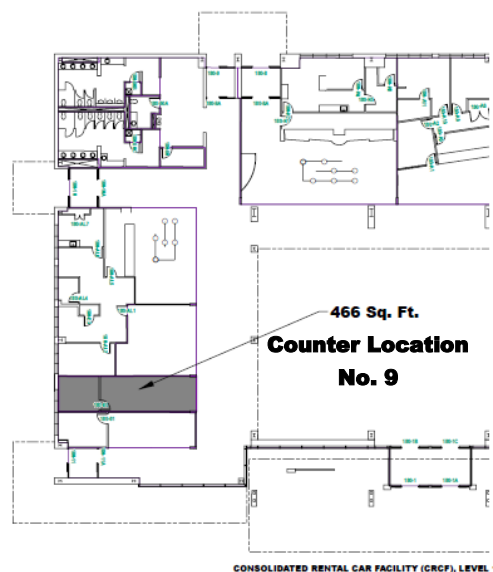
A. INTRODUCTION

Rental car operations provide vital support to the air travel industry by providing time-tested, reliable independent ground transportation to the traveling public. The Maryland Department of Transportation Maryland Aviation Administration (MDOT MAA) is interested in filling a vacancy at the Consolidated Rental Car Facility (CRCF) by entering into a non-exclusive on-Airport rental auto concession contract with an entity whose business model will enhance the ground transportation opportunities available to airline passengers traveling to/from Baltimore /Washington International Thurgood Marshall (BWI Marshall) Airport.

B. PURPOSE

This request for expressions of interest (“REOI”) seeks to assess interest from all qualified parties and to determine feasibility for a private sector company to establish a non-exclusive on-Airport rental auto concession at BWI Marshall Airport’s Consolidated Rental Car Facility (CRCF), operating from approximately 466 sf of office/queue space identified as location No. 9 in the figure below. MDOT MAA is receptive to all suggestions, ideas and concepts which would support BWI Marshall Airport’s “Easy Come, Easy Go” motto and provide additional customer-focused services to passengers and patrons in need of rental vehicles at BWI Marshall Airport.

Figure 1: Location No. 9 at CRCF



Incumbent rental auto concessionaires are precluded from submitting responses to this REOI. If this REOI results in a solicitation and a contract award is made, the Selected Bidder/Proponent shall not be permitted to operate its On-Airport Rental Auto Concession using the same or similar trade name as any of the incumbent Rental Auto Concessionaires which are: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, NextCar and Thrifty. In the event a contract award is made, the term of the Contract to be awarded shall continue until the concurrent expiration of the Lease and Concession Contracts, December 21, 2023 between the Administration and incumbent Rental Auto Concessionaires, subject to earlier termination.

This REOI does not constitute a formal solicitation or procurement by MDOT MAA or the State of Maryland. A formal Invitation for Bids or Request for Proposals may be issued as a result of, and subsequent to, this REOI. Responses to this REOI are not offers and cannot be accepted by MDOT MAA, or the State of Maryland, to form a binding contract. The information received in response to this REOI will be used by MDOT MAA in deciding how to best accommodate the proposed non-exclusive rental auto concession services. This REOI is issued for information gathering purposes only. Responses to this REOI will not be returned.

C. BACKGROUND

The State of Maryland owns and the MDOT MAA operates, manages, and maintains BWI Marshall Airport, a world-class airport located in central Maryland providing invaluable access to destinations around the world, an air transportation center and economic generator which catalyzes growth in the region. BWI Marshall strives to be the “Easy Come, Easy Go” Airport. Of the three airports serving the Washington-Baltimore Region, including Ronald Reagan Washington National Airport and Dulles Washington International Airport, BWI Marshall Airport is the busiest. In fact, BWI Marshall Airport consistently ranks in the top 25 busiest airports in the United States, and during the aftermath of the COVID-19 pandemic has ranked as high as the 11th busiest American airport.

BWI Marshall Airport’s economic impacts in 2019 included over \$9.3 billion in total economics, 106,400 jobs, \$4.1 billion in total earnings, and \$591.9 in total state and local revenue. Although the impacts of the global health crisis of 2020 continue to be significant,

BWI Marshall Airport has returned to approximately 40% of its pre-crisis passenger counts. A summary of enplaned and deplaned passengers over the past five years is shown in the table below.

Table No. 1: Passenger Counts at BWI Marshall Airport

	Enplaned	Deplaned	Total Passengers
2016	12,551,906	12,550,443	25,102,349
2017	13,199,486	13,145,075	26,344,561
2018	13,591,786	13,516,766	27,108,552
2019	13,510,235	13,435,665	26,945,901
2020	5,602,825	5,593,925	11,196,750

In Calendar Year 2019, the ten on-Airport Rental Automotive Concessionaires reported an average of 3.80 transaction days per rental and the average number of rentals was 920,743 per month. The gross revenue per transaction day was \$48.88, for a total concession revenue earned of \$18,536,124.00.

The terminal building contains five terminal concourses (A through E) with different aesthetic characteristics, passenger demographics and psychographics. An airside connector has linked Concourses A, B and C since 2013, primarily serving domestic airline operations.

Completed in November 2016, a second airside connector links Concourses D and E, serving both domestic and international airlines. The D/E Connector project



also included a consolidated security checkpoint and reconfigured airline gates to support additional international flights.

MDOT MAA plans to create a secure connector between Concourse C and Concourse D, as well as other facility expansion projects to meet airline expansion and passenger growth. Several major capacity-enhancing projects have recently been completed, including an

extension which added four international airline gates to Concourse E, five additional gates to Concourse A, and improvements to the shuttle bus fleet. In addition, amenities such as food, beverage, retail, and passenger services are constantly evolving to improve the customer experience.

BWI Marshall Airport is located less than 15 miles from downtown Baltimore and has convenient access to diverse entertainment venues including M&T Bank Stadium, Camden Yards, the Baltimore Convention Center, Horseshoe Casino, and numerous theaters and concert halls. BWI Marshall Airport is connected to Baltimore via numerous highways (I-895, I-395, I-295, I-95) as well as light rail and bus service. Annapolis is less than 25 miles away via I-97, drawing visitors to its harbor, the State capitol, and Naval Academy among other attractions. In addition, Washington D.C. is approximately 40 miles away from BWI Marshall Airport, a short drive for business and leisure travelers.

II. OBJECTIVES

Interested parties are encouraged to submit an expression of interest to establish and operate a non-exclusive on-Airport rental auto concession to operate from Location No. 9 at the CRCF.

III. INSTRUCTIONS & FORMAT OF REOI SUBMISSIONS

A. FORMAT OF REOI SUBMISSION

Responses submitted to this REOI shall be limited to twenty (20) letter-size (8 ½” x 11”) pages in length excluding any supporting material and/or documents. Responses shall be single-spaced, 12-point, Times New Roman font.

Responses submitted by email must be in the form of an attachment as follows:

1. The following file naming convention shall be used:

MDOT MAA-REOI-21-001 - Company Name – FirstinitialLastname.doc

Example: Jane Doe of ABC Concession, Inc. would name her file:

MDOT MAA-REOI-21-001-ABCConcession-JDoe.pdf

2. Authorized file format: Adobe Acrobat (pdf).

B. REOI SUBMISSION INSTRUCTIONS

Under a brief cover letter, each respondent to this REOI (“Respondent”) shall submit its expression of interest in the format described above. Provide, at minimum, the following:

1. Respondent’s Legal/Registered Name;
2. Respondent’s mailing and physical address(es), business website, phone and fax numbers;
3. Name and title of Respondent’s primary point of contact (“Representative”);
4. Representative’s mailing address, email and phone number;
5. A synopsis of Respondent’s background, experience and comprehensive corporate history;
6. Respondents must have a at least five (5) years of continuous experience operating a rental auto company with at least Four Hundred Thousand (US\$400,000.00) Dollars annual gross revenues. Respondent must provide an affirmative statement of its annual gross revenues exceeding US\$400,000.00 and that it has at least five (5) years of continuous experience.
7. Respondent’s suggestions, ideas and concepts for enhancing rental auto concession services at BWI Marshall Airport. Please note that information that Respondent considers to be confidential should be identified, giving specific attention to the identification of those portions of its response which it deems to be trade secrets or confidential commercial or confidential financial information. The Respondent should provide a reason why such information should not be disclosed by MDOT MAA, upon request under the Maryland Public Information Act, which is located in Title 4 of the General Provisions Article, of the Annotated Code of Maryland. Respondent’s labeling the material as "confidential" or "not for public release" is entitled to some weight but is not controlling on MDOT MAA’s determination, the Maryland Public Information Act prevails. MDOT MAA may be required to disclose the information submitted by each Respondent.

8. Any additional information Respondent deems relevant for the MDOT MAA to consider when determining or understanding Respondent's business management, operational philosophy, qualifications, etc.

All costs associated with preparation and delivery of responses to this REOI shall be borne entirely by Respondents. MDOT MAA will not compensate Respondents for any expenses incurred as a result of this REOI process. Responses may be submitted to the Director, Office of Commercial Management via email at **MAARFIresponses@bwiairport.com**. Responses may also be delivered to the following address:

Office of Commercial Management (REOI)
Attn: Mr. Morris E. Williams III
Maryland Aviation Administration
P.O. Box 8766
Third Floor, Terminal Building
BWI Airport MD 21240-0766

Note: If sending by courier (e.g. FedEx, UPS), omit the P.O. Box above.

All submissions received in response to this REOI may be considered public information pursuant to the Maryland Public Information Act and may be potentially subject to disclosure pursuant to General Provisions Code Ann. Section 4-101, *et seq.*

All submissions must be received by the MDOT MAA no later than 4:00 p.m. (local time) April 30, 2021.